

Statistical and Service Bureau

Prospectus

For The Negro American League

Submitted by

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PURPOSE ---- For many years there has been a dire need for a service bureau for organized Negro baseball. This proposal is being submitted to the owners to acquaint them with the values of such a service and to show them the advisability of immediately organizing such a department.

The purpose of this project is to bring Negro baseball closer to the public, press and radio. It is an admitted fact that the public, press and radio know comparatively nothing about the structure of Negro baseball and its contribution to American life.

Negro baseball is a major business. It is not an over estimate to say that it is a half million dollar business. This fact makes it imperative that this huge business concern itself with as such a vital department as is being suggested at this time.

The purpose of this bureau will be to compile all the statistical information about the players and teams possible. This information will then be distributed to the press and radio for public consumption. Not only will it create interest, but it will provide a yard stick for owners in evaluating the ability of their respective ball players. It will show exactly what a player did during the season and will serve as a basis for salary adjustments.



PROCEDURE:

This bureau will be responsible for all statistical data, such as batting averages, fielding, and pitching records, standings, etc. After compiling this information, the bureau will then send it to the press, and radio. This information will then be released to the public.

No one club or individual will be responsible for this statistical data. In the past some of the clubs have tried to assume this responsibility and found it too complicated and technical. In the meantime, the public and the press have deplored the fact that the leagues have failed to supply them with this very important information.

This bureau will be entirely responsible for this work. It will assume the task of compiling the data, distributing it each week and keeping the press and public thoroughly informed on the happenings in Negro baseball.

Statistics of all league games, assuming that no club will play more than sixty league contests, will be compiled by this bureau. The bureau will assume the responsibility of getting the box scores from the cities and towns where the games are played and figuring out all the averages and records. The system by which this will be done will be the same as is used by the major leagues and minor leagues.

Releases will be sent each week to the newspapers, radio stations and to the clubs themselves. The leading hitters, pitchers, etc., will all be noted in these releases and the particular players featured.

It must be clearly understood that this service is being sold to the league; that at any time this service is not satisfactory the president of the league will have the privilege of ordering it discontinued.



#### COST OF SERVICE:

The cost of this vitally necessary service to the league will be three thousand dollars (\$3,000) per year. Assuming that this obligation will be equally divided by the six clubs in the league, the cost per individual club will be five hundred dollars (\$500) for a year.

On the surface, this may seem like a high stipulation. However, it must be realized that this office would require a comparatively high operational expense. Included in its personnel will be a director, secretary and an undertermined number of official scorers, who will work in many and various sections of the country. Then, too, the usual expenses, such as telephone calls, postage, telegrams and incidentals must be taken into consideration.

In order that the respective buyers may more easily visualize the cost of this proposal, I submit the following estimate:

Cost for club per day	----	\$1.37
Cost for club per week	----	\$9.61
Cost for club per mo.	----	\$41.67
Cost for club per yr.	----	\$500.00
Cost for The League per yr.	----	\$3,000
Total Cost	----	\$3,000



If this service is purchased by both leagues then the total cost will be automatically reduced.

The following estimate is for both leagues, or twelve teams:

Cost for Each League	----	\$2,500
Cost for one club per day	----	\$1.14
Cost for one club per week	----	\$8.01
Cost for one club per mo.	----	\$34.72
Cost for one club per yr.	----	\$416.66
Cost for Both Leagues per yr.	----	\$5,000
Total Cost	----	\$5,000

Conclusion: The only other expense not included in this estimate is the original cost for establishing this bureau. In order to establish this bureau the director will have to have three hundred dollars (\$300) in order to purchase supplies and other incidentals necessary to launch such a program.

This prospectus is a complete estimate for this project. The author has tried to eliminate all unnecessary expenses and attempted to make it as cheap as possible for the potential buyers.

Signed Wendell Smith  
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